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UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: RODRIGUEZ ET AL. ART GROUP: 2611
APPL. NO.: 10//073,842 EXAMINER: BUI KIEU OANH T
FILED: FEBRUARY 11, 2002 DOCKET NO.: A-7496
TITLE: MANAGEMENT OF TELEVISION ADVERTISING

July 27, 2005

**TRANSMITTAL OF SUPPLEMENTAL
INFORMATION DISCLOSURE STATEMENT**

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified patent application, please find:

1. X 2 Page Information Disclosure Statement w/Transmittals
2. X Form PTO-1449
3. X Copy of Cited Art
4. X Return Postcard

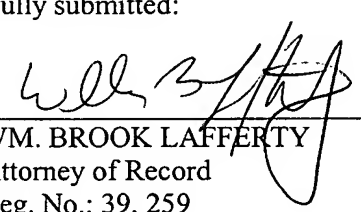
In the event a fee is required, the Commissioner is hereby authorized to charge payment of any fees required in connection with this Information Disclosure Statement to our Deposit Account No. 19-0761. A duplicate copy of this letter is transmitted herewith.

Respectfully submitted:

SEND CORRESPONDENCE TO:

Scientific-Atlanta, Inc.
Intellectual Property Dept. MS 4.3.510
5030 Sugarloaf Parkway
Lawrenceville, GA 30044

By:


WM. BROOK LAFFERTY
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Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to:

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

On July 27, 2005.


Faye Ropski



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: RODRIGUEZ ET AL. GRP. ART UNIT: 2611
APPL. NO.: 10/073,842 EXAMINER: BUI, KIEU OANH T
FILED: FEBRUARY 11, 2002 DOCKET NO.: A-10146
TITLE: MANAGEMENT OF TELEVISION ADVERTISING

July 27, 2005

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Sir:

This information disclosure statement is filed in accordance with 37 C.F.R. §§ 1.56, 1.97, and 1.98, and specifically:

- ☐ under 37 CFR 1.97(b), or
(within Three months of filing national application; or date of entry of international application; or before mailing date of first office action on the merits; whichever occurs last)
- ☐ under 37 CFR 1.97(c) together with either a:
☐ Statement Under 37 C.F.R. 1.97(e), or
☐ a \$180.00 fee under 37 CFR 1.17(p), or
(After the CFR 1.97(b) time period, but before the final office action or notice of allowance, whichever occurs first)
- ☒ under 37 CFR 1.97(d) together with a:
☐ Statement under 37 CFR 1.97(e), or
☒ a \$180.00 petition fee set forth in 37 CFR 1.17(i)(1).
(Filed after final office action or notice of allowance, whichever occurs first, but before payment of the issue fee)
- ☒ I hereby certify that each item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. Under 37 C.F.R. 1.97(e)

Please charge \$_____ to deposit account 19-0761. At any time during the pendency of this application, please charge any fees required to Deposit Account 19-0761 pursuant to 37 CFR 1.25. The Commissioner is hereby requested to credit any overpayment to Deposit Account No. 19-0761.

- ☒ Applicant(s) submit herewith *Form PTO 1449 - Information Disclosure Citation* together with copies of non-patent publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may or may not be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56. As required by 37 C.F.R. §1.98(a), a legible copy of each document is provided.

08/01/2005 SFELEKE1 00000056 190761 10073842

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The Cited Art includes:

1. EP 0680214 2. WO 00/49801 3. WO 01/24067 4. WO 99/66719

- ☐ A concise explanation of the relevance of foreign language patents, foreign language publications and other foreign language information listed on PTO Form 1449, as presently understood by the individual(s) designated in 37 CFR 1.56(c) most knowledgeable about the content is given on the attached sheet, or where a foreign language patent is cited in a search report or other action by a foreign patent office in a counterpart foreign application, an English language version of the search report or action which indicates the degree of relevance found by the foreign office is listed on the form PTO 1449 and is enclosed herewith.

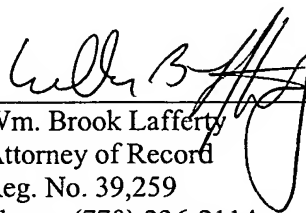
The following rights are reserved by the Applicant(s): the right to establish the patentability of the claimed invention over any of the listed documents should they be applied as reference, and/or the right to prove that some of these documents may not be prior art, and/or the right to prove that some of these documents may not be enabling for the teachings they purport to offer.

This statement should not be construed as a representation that an exhaustive search has been made, or that information more material to the examination of the present application does not exist. The Examiner is specifically requested not to rely solely on the materials submitted herewith. The Examiner is requested to conduct an independent and thorough review of the documents, and to form independent opinions as to their significance.

It is requested that the information disclosed herein be made of record in this application and that the Examiner initial and return a copy of the enclosed PTO-1449 to indicate the documents have been considered.

Respectfully Submitted,

By:



SEND CORRESPONDENCE TO:
Scientific-Atlanta, Inc.
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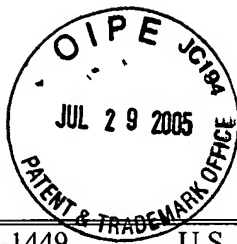
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On July 27, 2005.


Faye Ropski



Form PTO-1449

U.S. Dept. of Commerce, Patent and Trademarks

LIST OF ART CITED BY APPLICANT

(Use several sheets if necessary)

Attorney Docket No.
A-7496

Serial No. 10/073,842

Filing Date: February 11,
2002

Applicant: Rodriguez et al.

Group: 2611

U.S. PATENT DOCUMENTS

Examiner's Initial		Document No.	Date	Name	Class	Subclass	
	AA	EP 0680214	2/11/1995	Blahut, Donald Edger	H04N	7/173	
	AB	WO 00/49801	8/24/2000	Yuen et al.	H04N	5/445	
	AC	WO 01/24067	4/5/2001	Smith et al.	G06F	17/60	
	AD	WO 99/66719	6/14/1999	Zigmond et al.	H04N	5/445	
	AE						
	AF						
	AG						
	AH						
	AI						
	AJ						
	AK						
	AL						

EXAMINER**DATE CONSIDERED:**

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance. Include copy of this form with next communication to Applicant.